

Attachment A



Website Guidelines

1. Regional WorkOne websites should link to the DWD website, <http://www.in.gov/dwd/>, and to the WorkOne Portal website at <http://www.workoneworks.com>
2. The WorkOne logo should be prominently displayed on each region's WorkOne Portal home page. All WorkOne graphics with colors schemes other than the standard colored black/blue WorkOne logo must be converted to the current branding standards set forth in the WorkOne Style Guide.
3. To promote a seamless WorkOne system, all visitors to DWD's WorkOne Portal must be able to identify easily all regional websites as Indiana WorkOne websites. Current and accurate information shall be displayed at all times.
4. All WorkOne regional websites must be customer-focused.
5. Regional WorkOne websites must be designed, written and organized from the public's viewpoint. Using basic common content, terminology, and placement is recommended. Each Region should attempt to measure customer satisfaction and usability regarding their Regional websites.
6. Regional webmasters should establish a schedule for posting and updating content on their WorkOne websites. When there is a change in content on a page, the revision date should be posted. All regional website webmasters must check their websites for outdated or broken links on a regular schedule.
7. All Regional websites' news stories should be in the format of a press release on the website and not posted on any page as free floating HTML with different size fonts and various color backgrounds. All postings shall adhere to professional typesetting standards.
8. Basic web creation standards must be utilized when creating websites. Out of place web graphics and .gifs are prohibited from being utilized on Regional specific websites as well as any city specific websites.
9. The WorkOne Portal should not be used to highlight Regional workforce board, Regional Operator, or Workforce Investment Board information. Regional Workforce Boards and Workforce Investment Boards shall be linked on the Department's website at the Regional Workforce Boards & Workforce Investment Boards page located at: <http://www.in.gov/dwd/3067.htm>.

10. WorkOne regional websites must be independent of Regional Workforce Board websites and Regional Operator websites, unless the WorkOne regional website has a designated location for this information on its website (WorkOne regional websites may contain links to the Regional Workforce Board and Regional Operator websites). If such links are used, the WIB, RWB and RO websites must be kept current.
11. Regional Operator and Regional Workforce Board logos shall only be displayed on specific partner, board or operator specific pages.